UNITED STATES PATENT AND TRADEMARK OFFICE

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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PTOL-90A (Rev. 04/07)

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE _3_ MONTH(S) OR THIRTY (30) DAYS,
WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed
  after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any
  earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on _27 April 2010_.
2a)☒ This action is **FINAL**.   2b)☐ This action is non-final.
3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
  closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) _1-18,22,25-38 and 40-55_ is/are pending in the application.
  4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5)☐ Claim(s) _____ is/are allowed.
6)☒ Claim(s) _1-18,22,25-38 and 40-55_ is/are rejected.
7)☐ Claim(s) _____ is/are objected to.
8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.
10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.
  Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
  Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  a)☐ All b)☐ Some * c)☐ None of:
    1.☐ Certified copies of the priority documents have been received.
    2.☐ Certified copies of the priority documents have been received in Application No. _____.
    3.☐ Copies of the certified copies of the priority documents have been received in this National Stage
      application from the International Bureau (PCT Rule 17.2(a)).
  * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)
2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3)☒ Information Disclosure Statement(s) (PTO/SB/08)
  Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
  Paper No(s)/Mail Date. _____.
5)☐ Notice of Informal Patent Application
6)☐ Other: _____.

DETAILED ACTION

Response to Amendment

1.   The amendment filed on 27 April 2010 has been entered. Claims 1, 22, 26, 33-36,

37 and 45 have been **amended**. Claims 20, 21, 23 and 24 have been **cancelled**. Thus,

claims 1-18, 22, 25-38 and 40-55 are **now pending**.

Response to Arguments

2.   Applicant's arguments with respect to claims 1-18, 22, 25-38 and 40-55 have been

considered but are moot in view of the new ground(s) of rejection.

3.   Nevertheless, Applicant argues on pages 22 and 23, ¶ [0013] of the remarks that

Schein does not teach or suggest that the alert system monitors the broadcast schedule.

Rather, Applicant submits that Schein only schedules an alert based upon items already

scheduled being selected. Further, Applicant proffers that "if the program is not already

scheduled and part of the broadcast schedule, then Schein's alert system has no means

of generating an alert as the viewer cannot select an item's InfoMenu without the item

being scheduled for broadcast."

4.   Examiner respectfully disagrees. This limitation when considered broadly simply

teaches or relates to a 'Program Alert System' -- whereby, an alert is place on a certain

episode or a program to notify the user when the program is about to be aired. This is

not different than monitoring a broadcast schedule and determining when a media

event or program is scheduled to be broadcast and subsequently, alerting the user. If a

program is not scheduled to broadcast, the system which is obviously monitoring the

broadcast schedule does not remind or alert the user. However, the system will, when

such program is about to be air (or included in the broadcast schedule).

5.   Further, Applicant argue in ¶¶ [32 and 33] of the Remarks that Nsonwu fails in

regards to claim 51 to teach "a selectable TV tag embedded in the web-based article as

the web-based article is created."

6.   Reading Applicant's published application at ¶ [5], a TV tag can be a selectable

link related to maybe an actor, or the television program; or a link selected to request an

EPG; or a link selected by the user to schedule a recording or reminder/alert to a

program. Giving the claimed TV tag embedded in the web page at the time of creation a

broad interpretation, this can simply be viewed as any selectable link on the EPG

received from a headend or EPG server. It is true that Nsonwu does not teach this, but

Schein in teaching an EPG received from a headend with selectable links to instruct the

EPG to perform functions (Figs. 4-11), including to set a program reminder (the link

obviously embedded at the headend and sent to the STB) meets this limitation.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
> the prior art are such that the subject matter as a whole would have been obvious at the time the
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
> Patentability shall not be negatived by the manner in which the invention was made.

7.   **Claims 1-3, 6, 7, 9, 11-18, 22 and 25 are rejected under 35 U.S.C. 103(a) as being**

unpatentable over Schein et al (US 6,075,575; hereinafter referred to as 'Schein') in

view of Nsonwu et al (US 6,978,473; hereinafter referred to as 'Nsonwu') and further

in view of McKissick et al (US 2010/0107194; referred hereinafter as 'McKissick').

Regarding **claim 1**, Schein discloses a method comprising:

receiving data that describes a television broadcast schedule (see col. 9, lines 38-

44);

rendering web-based content that is related to television entertainment (see col.

6, lines 60-col. 7, line 12, line 28-54);

an associated data element identifying a particular media event (see col. 9, lines

38-58);

providing the data element associated with the TV tag to a TV planner system,

wherein the data element provided to the TV planner system updates personalization

data associated with the viewer (see col. 11, lines 38-67);

scheduling an alert system to generate an alert, wherein the alert system utilizes

the personalization data associated with the viewer to monitor a broadcast schedule to

ascertain if the particular media event is currently scheduled for broadcast, and if not,

continue to monitor until the particular media event is scheduled for broadcast (see col.

13, lines 4-21, Fig. 10A).

Nsonwu discloses rendering simultaneous with the web-based content, a TV tag,

wherein the TV tag comprises (see Fig. 7, col. 7, lines 4-17):

a plurality of actions (see Fig. 2 (244, 250 etc.));

in response to receiving an indication of a viewer selection of the TV tag,

launching a display of an input area, wherein the input area comprises:

a plurality of selectable options, wherein each selectable option is associated with

a particular action (see col. 5, lines 43-58, fig 2);

wherein a TV tag is embedded in the web-based content as the web-based

content is created (see col. 3, lines 44-67, col. 4, lines 44-col. 5, lines 58, col. 6, lines 25-col.

7, line 17: In figure 1, the system 100 includes a media server for providing on demand

movies and other programming from a media database. The media server also

provides additional content such as interviews with actors, games etc. associated with

web pages. After the content is created and incorporated with the program, the media

and EPG servers transmit the programs via a cable network, satellite network etc. to the

set top box (STB). The system further includes a TV 24, having a display 26 for

displaying the programming, web content and other display functions);

a selectable link (see col. 5, lines 4-59: The pop-up option palette of the present

invention is implemented as an overlay window enabled by HTML (hyperlink). For

example, selecting cell 212 takes the user to the electronic program guide, selecting cell

216 takes the user to a screen for controlling prerecorded movies etc. The user can

quickly implement various functions suited to the context of the selected cell by

selecting print tab, 244, add to favorites tab 250 etc.);

receiving an indication of the viewer selecting a particular selectable option of

the plurality of selectable options (see col. 5, lines 43-58); and

performing the particular action associated with the particular selectable option

(see col. 5, lines 43-58).

Therefore, it would have been obvious to a person of ordinary skill in the art at

the time the invention was made to modify the method of Schein to include rendering

simultaneous with the web-based content, a TV tag, wherein the TV tag comprises: a

plurality of associated actions; receiving an indication of a viewer selection of the TV

tag, wherein the selection of the TV tag launches a display of an input area whereby

users can indicate selection of at least one of the plurality of associated actions, a TV tag

is embedded in the web-based content as the web-based content is created and a

selectable hyperlink as taught by Nsonwu for the advantage of associating descriptions

of favorite television programs.

McKissick teaches a text edit box, wherein the user enters additional text; and

delivering the alert to the viewer when the particular media event is scheduled for

broadcast, wherein the alert is delivered to the viewer via an email message sent to an

address indicated by the viewer in the text edit box (Figs. 7-9, 16; ¶¶ [74, 85, 87]).

Therefore, it would have been obvious to one of ordinary skill in the art at the

time the invention was made to modify the notification or alert system of Schein to

include an option for a user receiving alerts via email for the benefit of reminding

viewers of upcoming programs without using video programming resources (instead of

an on-screen reminder, an email reminder is utilized).

Regarding **claim 2**, Schein, Nsonwu, and McKissick discloses everything claimed

as applied above (*see claim 1*). Schein discloses the method wherein the web- based

content comprises program details associated with a particular television program (see

fig 4A (channel 8 HBO, Whales from 7:00 pm – 7:30 pm)).

Regarding **claim 3**, Schein, Nsonwu and McKissick discloses everything claimed

as applied above (*see claim 1*). Schein discloses the method wherein the web- based

content comprises a description of a particular movie (legends of the fall) (see Figs. 4A

and 4B, col. 9, lines 38-44, col. 10, lines 22-29, fig 10C).

Regarding **claim 6**, Schein, Nsonwu and McKissick discloses everything claimed

as applied above (*see claim 1*). Schein discloses the method wherein the web- based

content comprises an advertisement (see col. 9, lines 59-65).

Regarding **claim 7**, Schein, Nsonwu and McKissick discloses everything claimed

as applied above (*see claim 1*). Schein discloses the method wherein the associated data

element comprises data associated with a particular television series (see col. 12, lines

34-42).

Regarding **claim 9**, Schein, Nsonwu and McKissick discloses everything claimed

as applied above (*see claim 1*). Schein discloses the method wherein the associated data

element comprises television broadcast schedule data, the schedule data being filtered

based on a channel lineup (channel 7, 8, 9 etc.) that is available from a television

broadcast provider (HBO, Nickelodeon, Disney etc.) (see Fig. 4 A).

Regarding **claim 11**, Schein, Nsonwu and McKissick discloses everything

claimed as applied above (*see claim 1*). Schein discloses the method wherein the

associated data element comprises data associated with a particular television program

(see Fig. 4A (channel 8 HBO, Whales from 7:00 pm – 7:30 pm)).

Regarding **claim 12**, Schein, Nsonwu and McKissick discloses everything

claimed as applied above (*see claim 1*). Schein discloses the method wherein the

associated data element comprises data associated with a particular movie (legends of

the fall) (see Figs. 4A and 4B, col. 9, lines 38-44, col. 10, lines 22-29, Fig. 10C).

Regarding **claim 13**, Schein, Nsonwu and McKissick discloses everything

claimed as applied above (*see claim 1*). Schein discloses the method wherein the

associated data element comprises data associated with a particular person (see Fig. 11B

(HBO interview with Brad Pitt)).

Regarding **claim 14**, Schein, Nsonwu and McKissick discloses everything

claimed as applied above (*see claim 13*). Schein discloses the method wherein the person

comprises an actor (see Fig. 11B (HBO interview with Brad Pitt), col. 12, lines 18-24).

Regarding **claim 15**, Schein, Nsonwu and McKissick discloses everything

claimed as applied above (*see claim 13*). Schein discloses the method wherein the person

comprises a director (col. 12, lines 18-24).

Regarding **claim 16**, Schein, Nsonwu and McKissick discloses everything

claimed as applied above (*see claim 1*). Schein discloses the method wherein the

associated data element comprises data associated with a particular sporting event

(Monday Night Football) (see Fig. 5B).

Regarding **claim 17**, Schein, Nsonwu and McKissick discloses everything

claimed as applied above (*see claim 1*). Schein discloses the method wherein the data

element comprises data associated with a particular sports team (Washington Red

Skins) (see Fig. 5B).

Regarding **claim 18**, Schein, Nsonwu and McKissick discloses everything

claimed as applied above (*see claim 1*). Schein discloses the method wherein the data

element comprises data associated with a particular broadcast channel (ABC 15) (see

Fig. 5B).

Regarding **claim 22**, Schein discloses the method as recited in claim 1 wherein

performing the particular action further comprises scheduling a recording device to

record the particular media event that is associated with the TV tag (see col. 11, lines 38-

67, Fig. 8B).

Regarding **claim 25**, Schein, Nsonwu and McKissick discloses everything

claimed as applied above (*see claim 1*).

Schein discloses one or more computer-readable media comprising computer-

executable instructions that, when executed, direct a computer system to perform the

method as recited in claim 1 (see Fig. 3, col. 4, line 64-col. 5, lines 5)

Nsonwu discloses one or more computer-readable media comprising computer-

executable instructions that, when executed, direct a computer system to perform the

method as recited in claim 1 (see Fig. 1, col. 1, lines 41-51).

8.   Claims 4 and 5 are rejected under 35 U.S.C. 103(a) as being unpatentable over

Schein (U.S. 6,075,575), in view Nsonwu (U.S. 6,978,473), in view of McKissick (US

2010/0107194) as applied to *claim 1* above, and further in view of Wang (U.S.

6,675,385).

        Regarding **claim 4**, the combined teachings of Schein, Nsonwu and McKissick

discloses everything claimed as applied above (*see claim 1*); except, the method wherein

the web-based content comprises a celebrity biography.

        Wang discloses the method wherein the web-based content comprises a celebrity

biography (see col. 9, lines 44-50).

        Therefore, it would have been obvious to a person of ordinary skill in the art at

the time the invention was made to modify the method of Schein, Nsonwu and

McKissick to include the method wherein the web-based content comprises a celebrity

biography as taught by Wang for the advantage of giving viewers complete information

about the television program.

Regarding **claim 5**, the combined teachings of Schein, Nsonwu and McKissick

discloses everything claimed as applied above (*see claim 1*); except, the method wherein

the web-based content comprises a news article.

Wang discloses the method wherein the web-based content comprises a news

article (see col. 9, lines 50-53).

Therefore, it would have been obvious to a person of ordinary skill in the art at

the time the invention was made to modify the method of Schein, Nsonwu and

McKissick to include the method wherein the web-based content comprises a celebrity

biography as taught by Wang for the advantage of giving viewers complete information

about the television program.

9.   **Claim 8 is rejected under 35 U.S.C. 103(a) as being unpatentable over Schein**

(U.S. 6,075,575), in view of Nsonwu (U.S. 6,978,473), in view of McKissick (US

2010/0107194) as applied to *claim 1* above, and further in view of Tannenbaum (U.S.

2006/0218599).

Regarding **claim 8**, the combined teachings of Schein, Nsonwu and McKissick

discloses everything claimed as applied above (*see claim 1*); except, the schedule data

being filtered based on a timezone. Schein disclose television broadcast schedule data

(see Fig. 4A).

Tannenbaum discloses the schedule data being filtered based on a timezone (see

¶ [53]).

Therefore, it would have been obvious to a person of ordinary skill in the art at

the time the invention was made to modify the method of Schein, Nsonwu and

McKissick to include the schedule data being filtered based on a timezone as taught by

Tannenbaum for the advantage of adjusting to match the time zone of different location

where the program is being delivered.

10.   Claim 10 is rejected under 35 U.S.C. 103(a) as being unpatentable over Schein

(U.S. 6,075,575), in view of Nsonwu (U.S. 6,978,473), in view of McKissick (US

2010/0107194) as applied to *claim 1,* **above, and further in view of Jackson (U.S.**

7,199,842).

Regarding **claim 10,** the combined teachings of Schein, Nsonwu and McKissick

discloses everything claimed as applied above (*see claim 1*); except, the method wherein

the associated data element comprises data associated with a particular episode of a

television series.

Jackson discloses the method wherein the associated data element comprises data associated with a particular episode of a television series (see col. 3, lines 4-19).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the method of Schein, Nsonwu and McKissick to include the method wherein the associated data element comprises data associated with a particular episode of a television series as taught by Jackson for the advantage of generating an indication to inform the viewer of when the next episode of the program is to be shown.

11.   **Claims 26-30, 32 and 51-55 are rejected under 35 U.S.C. 103(a) as being unpatentable over Schein (US 6,075,575) in view of Nsonwu (US 6,978,473).**

Regarding **claim 26**, Schein discloses a method comprising:

accessing a web page that is related to a television entertainment through the internet (col. 6, lines 60-col. 7, line 12, lines 28-54; col. 12, lines 11-32);

rendering the web page that is related to television entertainment (see col. 6, lines 60-col. 7, line 12, line 28-54).

However, Schein fails to specifically disclose rendering along with the content, a

selectable TV tag, wherein the TV tag comprises:

a plurality of associated actions and

an associated data element;

receiving an indication of a viewer selection of the TV tag, wherein the selection

of the TV tag launches a display of an input area whereby users can indicate selection of

at least one of the plurality of associated actions; and

performing the at least one selected associated actions.

Nsonwu discloses rendering along with the content, a selectable TV tag, wherein

the TV tag (palette) comprises (see Fig. 7, col. 7, lines 4-17):

a plurality of associated actions (see Fig. 2 (244, 250 etc.)) and

an associated data element (see Fig. 2 (print, add to favorite etc.));

receiving an indication of a viewer selection of the TV tag, wherein the selection

of the TV tag launches a display of an input area whereby users can indicate selection of

at least one of the plurality of associated actions (see col. 5, lines 43-58, Fig. 2); and

performing the at least one selected associated actions (see col. 5, lines 51-58, Fig.

2);

wherein a TV tag is embedded in the web page as the web page is created (see

col. 3, lines 44-67, col. 4, lines 44-col. 5, lines 58, col. 6, lines 25-col. 7, line 17: In Fig. 1,

the system 100 includes a media server for providing on demand movies and other

programming from a media database. The media server also provides additional

content such as interviews with actors, games etc. associated with web pages. After the

content is created and incorporated with the program, the media and EPG servers

transmit the programs via a cable network, satellite network etc. to the set top box

(STB). The system further includes a TV 24, having a display 26 for displaying the

programming, web page and other display functions);

a selectable link (see col. 5, lines 4-59: The pop-up option palette of the present

invention is implemented as an overlay window enabled by HTML (hyperlink). For

example, selecting cell 212 takes the user to the electronic program guide, selecting cell

216 takes the user to a screen for controlling prerecorded movies etc. The user can

quickly implement various functions suited to the context of the selected cell by

selecting print tab, 244, add to favorites tab 250 etc.).

Therefore, it would have been obvious to a person of ordinary skill in the art at

the time the invention was made to modify the method of Schein to include rendering

simultaneous with the web-based content, a TV tag, wherein the TV tag comprises: a

plurality of associated actions; receiving an indication of a viewer selection of the TV

tag, wherein the selection of the TV tag launches a display of an input area whereby

users can indicate selection of at least one of the plurality of associated actions, a TV tag

is embedded in the web-based content as the web-based content is created and a

selectable hyperlink as taught by Nsonwu for the advantage of associating descriptions

of favorite television programs.

Regarding **claim 27**, Schein and Nsonwu discloses everything claimed as applied

above (*see claim 26*). Schein discloses the method wherein the performing the at least

one associated action comprises maintaining personalization data based on the

associated data element, the personalization data to be used to filter subsequent

renderings of broadcast schedule data (see col. 12, lines 59-col. 13, line 21).

Regarding **claim 28**, Schein and Nsonwu discloses everything claimed as applied

above (*see claim 26*). Schein discloses the method wherein the associated data element

identifies a particular television program (see Fig. 8B, Monday night football), and

wherein performing the at least one associated action comprises scheduling a recording

device to record the particular television program (see Fig. 8B, col. 11, lines 38-48).

Regarding **claim 29**, Schein and Nsonwu discloses everything claimed as applied

above (*see claim 26*). Schein discloses the method wherein the performing the at least

one associated action comprises scheduling an alert system to generate an alert

associated with the data element (see Fig. 10A, col. 13, lines 4-21).

Regarding **claim 30**, Schein and Nsonwu discloses everything claimed as applied

above (*see claim 29*). Schein discloses the method wherein the associated data element

identifies a particular television program (see Fig. 9D, Legends of the fall), and the alert

is generated when the particular television program is scheduled to be broadcast (see

Fig. 9D, remind me when this program airs, (see col. 13, lines 4-21, Fig. 10A).

Regarding **claim 32**, Schein and Nsonwu discloses everything claimed as applied

above (*see claim 26*).

Schein discloses one or more computer-readable media comprising computer-

executable instructions that, when executed, direct a computer system to perform the

method as recited in claim 26 (see Fig. 3, col. 4, line 64-col. 5, lines 5)

Nsonwu discloses one or more computer-readable media comprising computer-

executable instructions that, when executed, direct a computer system to perform the

method as recited in claim 26 (see Fig. 1, col. 1, lines 41-51).

Regarding **claim 51**, Schein discloses a method comprising:

rendering an article that describes a particular sport (col. 6, lines 60-col. 7, line 12,

line 28-54) and

transmitting personalization data based on the selected TV tag to a TV planner

system that generates a personalized version of a television broadcast schedule (see col.

12, lines 11-32);

wherein a TV tag is embedded in the web-based content as the web-based

content is created (see Figs 4-11; program reminder link).

However, Schein fails to specifically disclose rendering along with the article, a

selectable TV tag that is associated with the particular event, wherein the TV tag

comprises; a plurality of associated actions; and an associated data element; receiving

an indication of a viewer selection of the TV tag, wherein the selection of the TV tag

launches a display of an input area whereby users can indicate selection of at least one

of the plurality of associated actions.

Nsonwu discloses rendering along with the article, a selectable TV tag that is

associated with the particular event (see Fig. 5, col. 6, lines 24-38) wherein the TV tag

(palette) comprises,

a plurality of associated actions (see Fig. 4 (244, 256 etc.)) and

an associated data element (see Fig. 4 (print, add to favorite etc.));

receiving an indication of a viewer selection of the TV tag, wherein the selection

of the TV tag launches a display of an input area whereby users can indicate selection of

at least one of the plurality of associated actions (see col. 5, lines 43-58, Fig. 6);

a selectable link (see col. 5, lines 4-59: The pop-up option palette of the present

invention is implemented as an overlay window enabled by HTML (hyperlink). For

example, selecting cell 212 takes the user to the electronic program guide, selecting cell

216 takes the user to a screen for controlling prerecorded movies etc. The user can

quickly implement various functions suited to the context of the selected cell by

selecting print tab, 244, add to favorites tab 250 etc.).

Therefore, it would have been obvious to a person of ordinary skill in the art at

the time the invention was made to modify the method of Schein to include rendering

simultaneous with the web-based content, a TV tag, wherein the TV tag comprises: a

plurality of associated actions; receiving an indication of a viewer selection of the TV

tag, wherein the selection of the TV tag launches a display of an input area whereby

users can indicate selection of at least one of the plurality of associated actions, and a

selectable hyperlink as taught by Nsonwu for the advantage of associating descriptions

of favorite television programs.

Regarding **claim 52**, the combined teachings of Schein and Nsonwu discloses

everything claimed as applied above (*see claim 51*). Schein discloses the method

wherein the article is associated with a particular sporting event, and wherein the

personalization data indicates that the personalized version of the television broadcast

schedule is to include data describing any scheduled airing of the particular sporting

event (see Fig. 8B).

Regarding **claim 53**, the combined teachings of Schein and Nsonwu discloses

everything claimed as applied above (*see claim 51*). Schein discloses the method

wherein the article is associated with a particular sports team, and wherein the

personalization data indicates that the personalized version of the television broadcast

schedule is to include data describing any scheduled airing of sporting events involving

the particular sports team (see Fig. 8B).

Regarding **claim 54**, the combined teachings of Schein and Nsonwu discloses

everything claimed as applied above (*see claim 51*). Schein discloses the method

wherein the article is associated with a particular sports team, and wherein the

personalization data indicates that the personalized version of the television broadcast

schedule is to include data describing any scheduled airing of live sporting events

involving the particular sports team (see Fig. 8A, 8B).

Regarding **claim 55**, the combined teachings of Schein and Nsonwu discloses

everything claimed as applied above (*see claim 51*).

Schein discloses one or more computer-readable media comprising computer-

executable instructions that, when executed, direct a computer system to perform the

method as recited in claim 51 (see Fig. 3, col. 4, line 64-col. 5, lines 5)

Nsonwu discloses one or more computer-readable media comprising computer-

executable instructions that, when executed, direct a computer system to perform the

method as recited in claim 51 (see Fig. 1, col. 1, lines 41-51).

12.   Claim 31 is rejected under 35 U.S.C. 103(a) as being unpatentable over Schein

(U.S. 6,075,575), in view of Nsonwu (U.S. 6,978,473) as applied to *claim 29* above, and

further in view of McKissick (US 2010/0107194).

Regarding **claim 31**, the combined teachings of Schein and Nsonwu discloses

everything claimed as applied above (*see claim 29*); except, the method wherein the

reminder comprises an electronic mail message.

McKissick teaches a text edit box, wherein the reminder is delivered to the

viewer via an email message (Figs. 7-9, 16; ¶¶ [74, 85, 87]).

Therefore, it would have been obvious to one of ordinary skill in the art at the

time the invention was made to modify the notification or alert system of Schein to

include an option for a user receiving alerts via email for the benefit of reminding

viewers of upcoming programs without using video programming resources (instead of

an on-screen reminder, an email reminder is utilized).

13.   **Claims 33 and 36 are rejected under 35 U.S.C. 103(a) as being unpatentable**

over Schein (U.S. 6,075,575), in view of Nsonwu (U.S. 6,978,473), in view of Knudson

et al. (U.S. 7,199,842; referred hereinafter as 'Knudson') and further in view of

Maissel et al (US 2004/0049787; referred hereinafter as 'Maissel').

Regarding **claim 33**, Schein discloses a method comprising:

rendering an article that describes a particular television program (see col. 6,

lines 60-col. 7, line 12, line 28-54),

transmitting personalization data based on the selected TV tag to a TV planner

system that generates a personalized version of a television broadcast schedule (see col.

12, lines 11-32).

However, Schein fails to specifically disclose rendering along with the article, a

selectable TV tag that is associated with the particular television program, wherein the

TV tag comprises; a plurality of associated actions;

and an associated data element; receiving an indication of a viewer selection of

the TV tag, wherein the selection of the TV tag launches a display of an input area

whereby users can indicate selection of at least one of the plurality of associated actions;

wherein the personalization data indicates that the personalized version of the

television broadcast schedule is to include data that describes new episodes of the

particular television program that are scheduled to be broadcast,

wherein if a minimum number of programs are not reached by the new episodes

of the particular television program, the system provides a number of additional

programs sufficient to reach the minimum number of programs, wherein each program

is identified in the personalized version of the television broadcast schedule to denote

programs added because of the viewer selection.

Nsonwu discloses rendering along with the article, a selectable TV tag that is

associated with the particular television program (see Fig. 7, col. 7, lines 4-17) wherein

the TV tag (palette) comprises,

a plurality of associated actions (see Fig. 2 (244, 250 etc.)) and

an associated data element (see Fig. 2 (print, add to favorite etc.));

receiving an indication of a viewer selection of the TV tag, wherein the selection

of the TV tag launches a display of an input area whereby users can indicate selection of

at least one of the plurality of associated actions (see col. 5, lines 43-58, Fig. 2);

wherein a TV tag is embedded in the web-based content as the web-based

content is created (see col. 3, lines 44-67, col. 4, lines 44-col. 5, lines 58, col. 6, lines 25-col.

7, line 17: In figure 1, the system 100 includes a media server for providing on demand

movies and other programming from a media database. The media server also

provides additional content such as interviews with actors, games etc. associated with

web pages. After the content is created and incorporated with the program, the media

and EPG servers transmit the programs via a cable network, satellite network etc. to the

set top box (STB). The system further includes a TV 24, having a display 26 for

displaying the programming, web content and other display functions);

a selectable link (see col. 5, lines 4-59: The pop-up option palette of the present

invention is implemented as an overlay window enabled by HTML (hyperlink). For

example, selecting cell 212 takes the user to the electronic program guide, selecting cell

216 takes the user to a screen for controlling prerecorded movies etc. The user can

quickly implement various functions suited to the context of the selected cell by

selecting print tab, 244, add to favorites tab 250 etc.).

Therefore, it would have been obvious to a person of ordinary skill in the art at

the time the invention was made to modify the method of Schein to include rendering

simultaneous with the web-based content, a TV tag, wherein the TV tag comprises: a

plurality of associated actions; receiving an indication of a viewer selection of the TV

tag, wherein the selection of the TV tag launches a display of an input area whereby

users can indicate selection of at least one of the plurality of associated actions, a TV tag

is embedded in the web-based content as the web-based content is created and a

selectable hyperlink as taught by Nsonwu for the advantage of associating descriptions

of favorite television programs.

Knudson discloses the method wherein the TV represents a particular television

series, and wherein the data indicates that the version of the television broadcast

schedule is to include data describing only new episodes of the particular television

program that are scheduled to be broadcast (see ¶ [abstract] & ¶¶ [10, 15]).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the method of Schein and Nsonwu to include the method wherein the TV represents a particular television series, and wherein the data indicates that the version of the television broadcast schedule is to include data describing only new episodes of the particular television program that are scheduled to be broadcast as taught by Knudson for the advantage of recognizing new episodes.

Maissel teaches wherein if a minimum number of programs are not reached by the new episodes of the particular television program, the system provides a number of additional programs sufficient to reach the minimum number of programs, wherein each program is identified in the personalized version of the television broadcast schedule to denote programs added because of the viewer selection (Figs. 2, 3 and 7; Intelligent Agent 130, step 330 "Customize program schedule information…by removing or adding programs"; ¶¶ [124-131, 135-138, 165] – for the program schedule customization apparatus 200 uses viewer preferences or profiles to customize the program schedule, such customizations including the addition or subtraction of programs, such programs possibly to include or exclude critics recommendations. It is obvious to display more programs to a user according to user settings if a certain pre-

selected minimum threshold of programs – that the user had earlier denoted – is not

attained).

Therefore, it would have been an obvious design choice to one of ordinary skill

in the art at the time the invention was made to modify the EPG or program schedule of

Knudson (which already displays only new episodes of programs) to further add more

programs (like critics recommendations) based on user preferences or profiles, as taught

by Maissel, for the benefit of ensuring user satisfaction, for the user would want to see

the programs that is preferred or programs displayed on the EPG to confirm to user

settings.

Regarding **claim 36**, Knudson further teaches the method of claim 33 wherein the

TV tag represents a particular television series (¶ [10]). Nsonwu teaches the TV page

(palette) with personalization data (Fig. 9).

14.   Claims 34 and 35 are rejected under 35 U.S.C. 103(a) as being unpatentable

over Schein (U.S. 6,075,575), in view of Nsonwu (U.S. 6,978,473), in view of Knudson

(U.S. 7,199,842), in view of Maissel (US 2004/0049787), *as applied to claim 33 above,*

and further in view of Jackson (US 7,199,842).

Regarding **claim 34**, the combined teachings of Schein, Nsonwu, Knudson and

Maissel discloses everything claimed as applied above (*see claim 33*). Nsonwu discloses

the TV tag (palette) with personalization data (see Fig. 9).

However, they fail to specifically disclose the method wherein the TV represents

a particular television series, and wherein the data indicates that the version of the

television broadcast schedule is to include data describing each episode of the particular

television series that is scheduled to be broadcast.

Jackson discloses the method wherein the TV represents a particular television

series, and wherein the data indicates that the version of the television broadcast

schedule is to include data describing each episode of the particular television series

that is scheduled to be broadcast (see col. 1, lines 60-col. 2, lines 22).

Therefore, it would have been obvious to a person of ordinary skill in the art at

the time the invention was made to modify the methods of Schein, Nsonwu, Knudson

and Maissel to include the method wherein the TV represents a particular television

series, and wherein the data indicates that the version of the television broadcast

schedule is to include data describing each episode of the particular television series

that is scheduled to be broadcast as taught by Jackson for the advantage of generating

an indication to inform the viewer of when the next episode of the program is to be

shown.

Regarding **claim 35,** the combined teachings of Schein, Nsonwu, Knudson and

Maissel discloses everything claimed as applied above (*see claim 33*). Nsonwu discloses

the TV tag (palette) with personalization data (see Fig. 9).

However, they fail to specifically disclose the method wherein the TV represents

a particular episode of a television program, and wherein the data further indicates that

the version of the television broadcast schedule is to include data describing the

particular episode of the particular television that is scheduled to be broadcast.

Jackson discloses the method wherein the TV represents a particular episode of a

television program, and wherein the data indicates that the version of the television

broadcast schedule is to include data describing the particular episode of the particular

television that is scheduled to be broadcast (see col. 2, lines 25-33).

Therefore, it would have been obvious to a person of ordinary skill in the art at

the time the invention was made to modify the methods of Schein, Nsonwu, Knudson

and Maissel to include the method wherein the TV represents a particular episode of a

television program, and wherein the data indicates that the version of the television

broadcast schedule is to include data describing the particular episode of the particular

television that is scheduled to be broadcast as taught by Jackson for the advantage of

generating an indication to inform the viewer of when the next episode of the program

is to be shown and with the detailed description.

15.   **Claims 37, 38, 40 and 44 are rejected under 35 U.S.C. 103(a) as being**

unpatentable over Schein (U.S. 6,075,575), in view of Nsonwu (U.S. 6,978,473) and

further in view of Knudson (U.S. 7,199,842).

        Regarding **claim 37**, Schein discloses a method comprising:

        rendering an article that describes a particular movie (see Fig. 11B) and

        transmitting personalization data based on the selected TV tag to a TV planner

system that generates a personalized version of a television broadcast schedule (see col.

12, lines 11-32).

        However, Schein fails to specifically disclose rendering along with the article, a

selectable TV tag that is associated with the particular movie, wherein the TV tag

comprises; a plurality of associated actions; and an associated data element; receiving

an indication of a viewer selection of the TV tag, wherein the selection of the TV tag

launches a display of an input area whereby users can indicate selection of at least one

of the plurality of associated actions

      determining whether the particular movie is scheduled for television broadcast;

and

      in an event that the particular movie is not scheduled for television broadcast,

transmitting personalization data that indicates that the personalized version of the

television broadcast schedule is to include data describing scheduled broadcasts of the

particular movie at a later date when the movie is scheduled for television broadcast.

      Nsonwu discloses rendering along with the article, a selectable TV tag that is

associated with the particular movie (see Fig. 6, col. 6, lines 39-53) wherein the TV tag

(palette) comprises,

      a plurality of associated actions (see Fig. 6 (244, 630 etc.)) and

      an associated data element (see Fig. 2 (print, help etc.));

      receiving an indication of a viewer selection of the TV tag, wherein the selection

of the TV tag launches a display of an input area whereby users can indicate selection of

at least one of the plurality of associated actions (see col. 5, lines 43-58, Fig. 6);

      wherein a TV tag is embedded in the web-based content as the web-based

content is created (see col. 3, lines 44-67, col. 4, lines 44-col. 5, lines 58, col. 6, lines 25-col.

7, line 17: In figure 1, the system 100 includes a media server for providing on demand

movies and other programming from a media database. The media server also

provides additional content such as interviews with actors, games etc. associated with

web pages. After the content is created and incorporated with the program, the media

and EPG servers transmit the programs via a cable network, satellite network etc. to the

set top box (STB). The system further includes a TV 24, having a display 26 for

displaying the programming, web content and other display functions);

a selectable link (see col. 5, lines 4-59: The pop-up option palette of the present

invention is implemented as an overlay window enabled by HTML (hyperlink). For

example, selecting cell 212 takes the user to the electronic program guide, selecting cell

216 takes the user to a screen for controlling prerecorded movies etc. The user can

quickly implement various functions suited to the context of the selected cell by

selecting print tab, 244, add to favorites tab 250 etc.).

Therefore, it would have been obvious to a person of ordinary skill in the art at

the time the invention was made to modify the method of Schein to include rendering

simultaneous with the web-based content, a TV tag, wherein the TV tag comprises: a

plurality of associated actions; receiving an indication of a viewer selection of the TV

tag, wherein the selection of the TV tag launches a display of an input area whereby

users can indicate selection of at least one of the plurality of associated actions, a TV tag

is embedded in the web-based content as the web-based content is created and a

selectable hyperlink as taught by Nsonwu for the advantage of associating descriptions

of favorite television programs.

Knudson teaches determining whether the particular movie is scheduled for

television broadcast; and in an event that the particular movie is not scheduled for

television broadcast, transmitting personalization data that indicates that the

personalized version of the television broadcast schedule is to include data describing

scheduled broadcasts of the particular movie at a later date when the movie is

scheduled for television broadcast (Figs. 6, 10, 13 – "View Current Reminders" 87; ¶¶

[70-74] – for if a reminder is set to denote a program yet to air or be scheduled, that is

shown on the personalized EPG including the date that it is to be broadcast).

Therefore, it would have been an obvious design choice to one of ordinary skill

in the art at the time the invention was made to modify the personalized EPG of Schein

and Nsonwu and display programs or movies yet to be broadcasted or scheduled with

the time they would be so, as taught by Knudson, for the benefit of providing a user a

listing of the current set reminders as a guidepost in the setting of future reminders.

Regarding **claim 38**, the combined teachings of Schein, Nsonwu and Knudson

discloses everything claimed as applied above (*see claim 37*). Schein further discloses

the method wherein the TV represents a particular scheduled airing of the particular

movie (Fig. 4B, legends of the fall), and wherein the personalization data indicates that

the personalized version of the television broadcast schedule is to include data

describing the particular scheduled airing of the particular movie (see Fig. 9A, col. 12,

lines 33-50).

Nsonwu discloses TV tag (see Fig. 2 (240)).

Regarding **claim 40**, the combined teachings of Schein, Nsonwu and Knudson

discloses everything claimed as applied above (*see claim 37*). Schein further discloses

the method wherein the transmitting comprises:

determining whether the particular movie (legend of the fall) is scheduled for

television broadcast (see Fig. 4B, legend of the fall, 8:00 pm); and

in an event that the particular movie is not scheduled for television broadcast,

transmitting personalization data that indicates that the TV planner system is to

automatically generate and send a reminder to the viewer when the particular movie is

later scheduled for television broadcast (see Fig. 10A, col. 13, lines 4-19).

Regarding **claim 44**, the combined teachings of Schein, Nsonwu and Knudson

discloses everything claimed as applied above (*see claim 37*).

Schein further discloses one or more computer-readable media comprising

computer-executable instructions that, when executed, direct a computer system to

perform the method as recited in claim 37 (see Fig. 3, col. 4, line 64-col. 5, lines 5)

Nsonwu further discloses one or more computer-readable media comprising

computer-executable instructions that, when executed, direct a computer system to

perform the method as recited in claim 37 (see Fig. 1, col. 1, lines 41-51).

Knudson further discloses one or more computer-readable media comprising

computer-executable instructions that, when executed, direct a computer system to

perform the method as recited in claim 37 (Figs. 2 and 3, STB 28, User Television

Equipment 22, Control Circuitry 42, ¶¶ [44, 87]; processor in STB).

16.   **Claims 41-43 are rejected under 35 U.S.C. 103(a) as being unpatentable over**

Schein (US 6,075,575), in view of Nsonwu (US 6,978,473), in view of Knudson (US

2005/0204388) as applied to *claim 40* above, and further in view of Salvo (US

6,341,271).

Regarding **claim 41**, the combined teachings of Schein, Nsonwu and Knudson

discloses everything claimed as applied above (*see claim 40*); except, the method

wherein the reminder comprises an electronic mail message.

Salvo discloses the method wherein the reminder comprises an electronic mail

message (see col. 8, lines 57-60).

Therefore, it would have been obvious to a person of ordinary skill in the art at

the time the invention was made to modify the method of Schein, Nsonwu and

Knudson to include the method wherein the reminder comprises an electronic mail

message as taught by Salvo for the advantage of alerting a viewer when their favorite

program is about to air.

Regarding **claim 42**, the combined teachings of Schein, Nsonwu and Knudson

discloses everything claimed as applied above (*see claim 40*); except, the method

wherein the reminder comprises an internet-based alert message.

Salvo discloses the method wherein the reminder comprises an internet-based

alert message (see col. 8, lines 57-60).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the method of Schein, Nsonwu and Knudson to include the method wherein the reminder comprises an internet-based alert message as taught by Salvo for the advantage of alerting a viewer when their favorite program is about to air.

Regarding **claim 43,** the combined teachings of Schein, Nsonwu and Knudson discloses everything claimed as applied above (see claim 40); except, the method wherein the reminder comprises an automated telephone call.

Salvo discloses the method wherein the reminder comprises an automated telephone call (see col. 8, lines 57-60).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the methods of Schein, Nsonwu and Knudson to include the method wherein the reminder comprises an automated telephone call as taught by Salvo for the advantage of alerting a viewer when their favorite program is about to air.

17.   **Claims 45-48 and 50 are rejected under 35 U.S.C. 103(a) as being unpatentable over Schein (U.S. 6,075,575), Nsonwu (U.S. 6,978,473) and Ellis et al. (U.S. 2009/0019485; referred hereinafter as 'Ellis').**

Regarding **claim 45**, Schein discloses a method comprising:

transmitting personalization data based on the selected TV tag to a TV planner system that generates a personalized version of a television broadcast schedule (see col. 12, lines 11-32);

wherein a TV tag is embedded in the web-based content as the web-based content is created (see Figs 4-11; program reminder link).

However, Schein fails to specifically disclose accessing a web page comprising biographies and news articles that is related to television entertainment through the internet; rendering along with the article, a selectable TV tag that is associated with the particular person, wherein the TV tag comprises; a plurality of associated actions; and an associated data element; receiving an indication of a viewer selection of the TV tag, wherein the selection of the TV tag launches a display of an input area whereby users can indicate selection of at least one of the plurality of associated actions.